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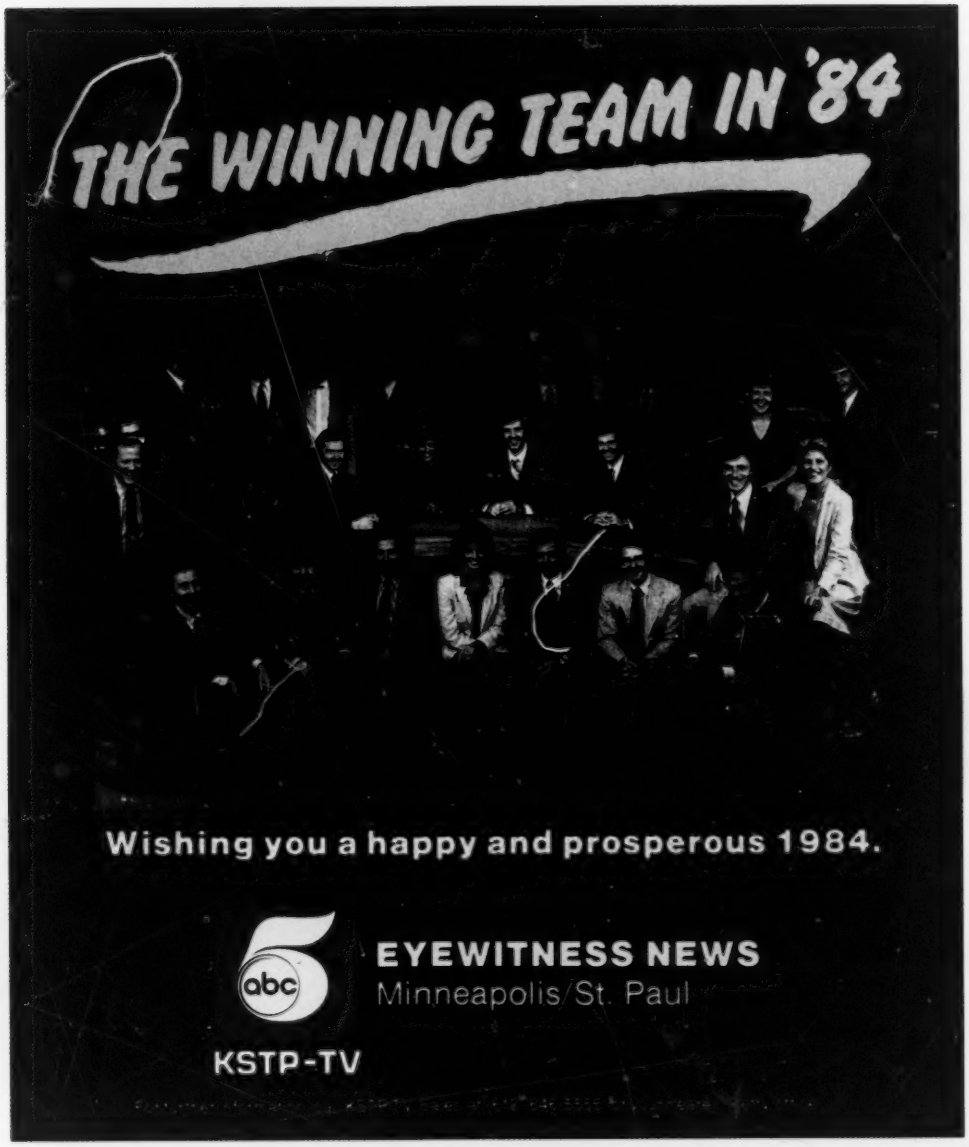
The Fifth Estate

Broadcasting Jan 2



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Broadcasting Jan 2

ANNUAL DOUBLE ISSUE □
A look back at 1983 and a look ahead to 1984 □

CASE CLOSED □ FCC ends children's television rulemaking. It says broadcasters still have to serve programing needs of children, but leaves implementation to the licensee's discretion. **PAGE 35.**

SIX-GUN SHOWDOWN □ General William Westmoreland and CBS unleash mounds of documents in multimillion-dollar libel case. **PAGE 36.**

HOLD THAT LINE □ NFL football ratings are significantly down. Network officials cite poorer matchups among reasons for decline. **PAGE 37.**

EXPERT LOOK □ Observers believe Showtime-Paramount deal will make pay cable industry more competitive. **PAGE 38.**

STARTUP TALKS □ STC anounces cooperative agreements with CBS, Alcoa-NEC and Toshiba to help Comsat subsidiary launch DBS service. **PAGE 39.**

SET FOR LAUNCH □ Microband Corp. of America readies to provide "wireless cable" systems later this year. **PAGE 40.**

PULL OUT □ U.S. decides to leave UNESCO organization. **PAGE 42.**

BUSINESS 1984 □ The year may not be as good as initial expectations, in spite of the upcoming elections and Olympics, but analysts still see profitable year. Cable earnings expected to show improvement as debt load is reduced. **PAGE 48.**

ENTERTAINMENT 1984 □ A host of off-network programing, increasing competition for network viewers and co-productions in cable are foreseen for 1984. Radio continues changeover to satellite delivery. **PAGE 54.**

ADVERTISING 1984 □ Major agency executives see double-digit year ahead boosted by Olympics time sales. **PAGE 62.**

JOURNALISM 1984 □ Election and Olympics year challenges electronic journaiists this year. **PAGE 64.**

TECHNOLOGY 1984 □ Direct broadcast satellites, multichannel television and stereophonic TV sound to come to fruition. **PAGE 66.**

POLICY 1984 □ Reagan administration continues push for deregulation. Issue to allow competitors into international telecommunications field expected to come to a head. On the Hill, broadcast and cable lobbyists fight against the election clock in support of deregulation. Proponents on both sides of syndication and financial interest controversy continue compromise talks. More deregulation from the FCC ahead. **PAGE 69.**

HISTORY 1983 □ A look at the year that was in the Fifth Estate. **PAGE 73.**

MGM BID □ Majority owner Kerkorian makes bid to take company private. **PAGE 78.**

TURNAROUND □ NBC hires Frank Magid & Associates for unnamed projects; consulting firm's contract with ABC ends. **PAGE 78.**

ONE-TWO PUNCH □ Representatives Tom Tauke and Billy Tauzin are very much their own men, but they have combined to lead the fight for broadcast deregulation in the House. **PAGE 110-111.**

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man and Bruce Morrow (see "Ownership changes" applications, Middletown, N.Y.), who also own 50% of WATL-TV Atlanta and 100% of WRAN(AM) Dover, N.J.; and WJJB(FM) Hyde Park and WALL(AM)-WKGL(FM) Middleton, both New York. They recently bought WHMP-AM-FM Northampton, Mass., (see "For the Record," July 25, 1983). Action Dec. 8.

■ [CP]WAQP(TV) Saginaw, Mich. (ch. 34; ERP: 2,500 kw vis., 250 kw aur., HAAT: 324.48 ft., ant. height above ground: 268.4 ft.)—Granted assignment of license from Saginaw Communications Inc. to Tri-state Christian T.V. for $50,000. Seller is owned by Doylan Forney, president, who also owns KGLR(AM) Tucson and KKAF(FM) Arizona City, both Arizona. Buyer is nonprofit corporation, headed by Garth Coonce, president. Buyer has transfer of control application to acquire Ch. 27 Inc., licensee of WDDD-TV Marion, Ill. Action Dec. 9.

■ KGHS(AM)-KSDM(FM) International Falls, Minn. (1230 khz; 500 w-D, 250 w-N: FM: 94.3 mhz, 3 kw, HAAT: 153 ft.)—Granted assignment of license from Borderland Broadcasting to Communications International Assoc. Inc. for $425,000. Seller is owned by Daniel D. Ganter and Karen N. Ganter, who have no other broadcast interests. It currently seeks modification of FM permit to increase power to 100 kw and to build new 420 ft. tower. Buyer is owned by Frederick H. Walter, M.D., general practitioner in International Falls (50%), Craig Peacock and wife, Joyce (25%); her brother James Bartowski and wife, Louise (25%). Craig Peacock and James Bartowski own and operate a local Coca-Cola bottling plant. It has no other broadcast interests. Action Dec. 13.

■ WLBT-TV Jackson, and WLBM-TV Meridian, both Mississippi (ch. 3, 95.7 kw vis, 19.1 kw aur., HAAT: 2,419 ft., ant. height above ground 1,999 ft.; ch. 30, 89.1 kw vis., 8.9 kw aur., HAAT: 234 ft, ant. height above ground 333 ft.)—Granted transfer of control from TV-3 Inc. from individual stockholders (100% before; none after) to Civic Communications Corp. (none before; 100% after). Consideration $12,765,000. Seller is owned by 24 shareholders. Aaron E. Henry, chairman; Charles L. Young, vice president, and Robert C. Travis are shareholders who will also have interest in buyer. None have other broadcast interests. Henry is Clarksdale, Miss., pharmacist; Charles L. Young, is Meridan, Miss., businessman; Travis is Jackson, Miss., attorney. Buyer is composed of Aaron E. Henry 26.3%, Charles L. Young 26.3%, Buford Television Inc. 25.4%, Interfirst Venture Corp. 10.9%, Robert C. Travis 3.5% and three others. Buford Television is MSO and owns KLTV-TV Tyler and KTRE-TV Lufkin, both Texas, and KTMA-TV Minneapolis. It also has 20% interest in Home Entertainment Network Inc., which is licensee of WBTI(TV) Cincinnati and provides subscription television service. Interfirst Venture Corp. is subsidiary of InterFirst Bank, Dallas. Action Dec. 12.

■ KWRT(AM)-KDBX(FM) Boonville, Mo. (1370 khz, 1 kw-D; FM: 99.3 mhz, 3 kw HAAT: 285 ft.)—Granted assignment of license from Big Country of Missouri Inc. to T & T Communications Inc. for $475,000 plus $50,000 noncompete agreement. Seller is jointly owned by Richard L. Billings and his wife, Patricia A., who are applicants for new FM at South Jacksonville, Ill. Buyer is equally owned by Phillip W. Trammell and wife, Barbara J. Phillip Trammell was general manager of KSD(AM) St. Louis. Barbara Trammell is housewife. They have no other broadcast interests. Action Dec. 13.

■ KLRS-AM-FM Mountain Grove, Mo. (1360 khz, 1 kw-D, DA-D; 92.7 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Kickapoo Prairie Broadcasting Co. to Communications Works Inc. for $240,000. Seller is owned by Jeanne Strauss Kramer, and her husband, Robert C. It also owns KICK(AM) Springfield, Mo. Buyer is equally owned by Larry D. Spence, Robert S. Chaney III, John W. Carr and David E. Horst, none of whom have other broadcast interests. Action Dec. 2.

■ WZIR(FM) Niagra Falls, N.Y. (98.5 mhz; 46 kw; HAAT: 420 ft.)—Granted by Butler Communications Corp. to Porter Broadcasting Corp. for $976,434.23. Seller, which also owns co-located WHLD(AM), has filed for reorganization under Chapter 11. Sale is part of reorganization plan and is also subject to approval by bankruptcy court. Seller is owned by Paul A. Butler, 42.57% and others; some of whom also have interest in WECK(AM) Cheetowaga, N.Y. Buyer is owned by Winslow T. Porter Jr., who also owns WMYF-(AM)-WERZ(FM) Exeter, N.H., and WJTO(AM)-WIGY(FM) Bath, Me. Action Dec. 7.

■ WRRZ-FM Clinton, N.C. (107.1 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from WRRZ Radio Co. to WRRZ Radio Co. Inc. for $200,000. Seller is owned by John L. Austin and brothers, George T., A.G. and J.B. Williams (25% each). It is also selling co-located WRRZ(AM) (see below). Buyer is owned by Lawrence B. Carr, who is licensee of co-located WCLN(AM). Action Dec. 15.

■ WRRZ(AM) Clinton, N.C. (880 khz, 1 kw-D)—Granted assignment of license from WRRZ Radio Co. to Sampson Broadcasting Co. for $175,000. Seller is also selling co-located WRRZ-FM (see above). Buyer is owned by employes of station: Delma Dixon, broadcast engineer; Clarence Denton, program director, and Daniel Lucas, assistant program director. Action Dec. 13.

■ WDLV(AM)-WIOZ(FM) Pinehurst/Southern Pines, N.C. (550 khz, 1 kw-D; 107.1 mhz, 3 kw; HAAT: 300 ft.)—Granted assignment of license from 107 Inc. to Muirfield Broadcasting Inc. for $1,040,000. Seller is owned by William R. Gaston, Marco Island, Fla. It has no other broadcast interests. Buyer is owned by C. Walker Morris, formerly general manager of WCHL(AM) Chapel Hill, N.C. Action Dec. 15.

■ KNOX(AM)-KYTN(FM) Grand Forks, N.D. (1310 khz, 5 kw-U, 94.7 mhz, 100 kw, HAAT: 325 ft.)—Granted assignment of license from Billings/Lafayette Associates Ltd. to Red River Associates for $3 million. Seller is headed by Henry P. Slane. Slane and other principals also have interest in Peoria Journal Inc., publisher and group owner of three AM's and three FM's. It also recently donated KBMY(AM) Billings, Mont., to college ("Riding Gain," Oct. 24, 1983). Buyer is partnership, headed by John B. Babcock, broadcast consultant and former executive vice president and chief operating officer of Park Broadcasting Co., Ithaca, N.Y. It has no other broadcast interests. Action Dec. 13.

Summary of broadcasting as of October 31, 1983

Service	On Air	CP's	Total *
Commercial AM	4,726	166	4,892
Commercial FM	3,490	425	3,915
Educational FM	1,104	181	1,285
Total Radio	9,320	772	10,092
FM translators	741	423	1,164
Commercial VHF TV	536	19	555
Commercial UHF TV	334	200	534
Educational VHF TV	107	5	112
Educational UHF TV	172	22	194
Total TV	1,149	246	1,395
VHF LPTV	179	80	259
UHF LPTV	66	71	137
Total LPTV	245	151	396
VHF translators	2,831	206	3,037
UHF translators	1,850	342	2,192
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ WNYN(AM) Canton, Ohio (900 khz, 500 w-D)—Granted transfer of control from Stephen A. Bloomfield and others (60% before; none after) to Raymond N. Malcolm and Robert C. Hippler (40% before; 100% after) for $300,000. Seller is headed by Stephen A. Bloomfield, news producer at WJKW-TV Cleveland. It has no other broadcast interests. Buyer is owned by Raymond N. Malcolm and Robert C. Hippler. Malcolm, who already owns 40%, is Canton, Ohio-based insurance businessman. He also has interest in WTAL-(AM) Tallahassee, Fla. Hippler is president and general manager of WNYN. Action Dec. 8.

■ KKLR-FM Edmond, Okla. (97.7 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Mid America Media Co. to Oaks Broadcasting Inc. for $500,000. Purchase pre-empted auction of station that sellers had scheduled for Oct. 20. Seller is Louisiana partnership, headed by James A. Reeder, managing partner. It also owns KCOZ(AM)-KOKA-(FM) Shreveport, La. Buyer is owned by Max W. Wells, Dallas banker, and Ken Fairchild, general manager of KRLD Dallas, which is being sold to CBS ("Top of the Week," April 25, 1983). Action Dec. 15.

■ KMUN(FM)[CP] Astoria, Ore. (91.9 mhz)—Granted assignment of CP from KBOO Foundation to Tillicum Foundation. Buyer is headed by Jim Casterine, president, and Rita Rega, vice president. It has no other broadcast interests. Action Nov. 16.

■ WHOL(AM) Allentown, Pa. (1600 khz, 500 w-D, DA)—Granted assignment of license from Empire Broadcasting Co. Inc. to Radio 16 Inc. for $450,000. Seller is equally owned by Ray M. Schacht and James A. Herbert who have no other broadcast interests. Buyer is jointly owned by Clyde E. Griffith and wife, Suzanne G., who run family counseling firm in Philadelphia. They have no other broadcast interests. Action Dec. 8.

■ WEAB(AM) Greer, S.C. (800 khz, 250 w-D)—Granted assignment of license from Greer Broadcasting Co. Inc. to Thomas D. Norton for $167,500. Seller is owned by E.A. Burch 75% and John A. Salter Jr. (25%), who have no other broadcast interests. Buyer is licensee of WPJM(AM) Adamsville, Tenn. Action Dec. 2.

■ WTVC(TV) Chattanooga and KFDM-TV Beaumont, Tex. (Port Arthur) (ch. 9, 316 kw vis., 31.6 kw aur., HAAT: 1,040; ant. height above ground: 278 ft.; ch. 6; 100 kw vis., 20 kw aur., HAAT 960 ft.; ant. height above ground: 1,031 ft.)—Granted 100% transfer of control (Chattanooga) and assignment of license (Beaumont) from Belo Broadcasting to Freedom-TV Sub Inc. for $24.5 million. Seller is owned by Dallas-based group owner and newspaper publisher; which purchased Corinthian Broadcast Group—five VHF's and one UHF—from Dun & Bradstreet (BROADCASTING, June 27, 1983). Buyer is Santa Ana, Calif.-based newspaper publisher and owner of two TV's. It purchased WLNE(TV) Providence, R.I.-New Bedford, Mass., earlier this year (BROADCASTING, Jan. 3, 1983). Action Dec. 13.

■ KALK(FM) Denison-Sherman, Tex. (104.9 mhz, 3 kw, HAAT: 298 ft.)—Granted transfer of control from Grayson Collegiate Communications Inc. to Stansell Communications for $306,000 plus $20,000 noncompete agreement. Station began operation Oct. 17. Seller is owned by Thomas Spellman, who also has interest in KSKS(AM) Conroe, Tex. Buyer is owned by Jim Stansell, Eastern division manager for Dallas-based Satellite Music Network, and formerly co-owner of KIXK(FM) Denton, Tex. Action Dec. 9.

■ KZEE(AM) Weatherford, Tex. (1220 khz, 500 w-D)—Granted assignment of license from KZEE Radio Inc. to Crest Communications for $800,000. Seller is owned by Galen O. Gilbert 75% and Dave Solmonson 25%. They recently bought KYFM(FM) Bartlesville, Okla., for $1.1 million (BROADCASTING, April 11, 1983). Gilbert has majority interest in KTXJ(AM)-KWYX(FM) Jasper, and KDXE(AM) Sulphur Springs, both Texas; KBTN(AM) Neosho, and KXEO(AM)-KWWR-FM Mexico, both Missouri. He also owns KPET(AM) Lamesa, Tex., and recently sold co-located KCOT(FM) for $525,000 ("Changing Hands", Nov. 29, 1982). Buyers are Robert Griffin, independent financial consultant and formerly chief financial officer for New Orleans steamship company, and Curtis Sorrells, geophysicist. Sorrells is limited partner in United Cablevision, MSO in Maine and Illinois. Action Dec. 8.

■ KRGQ(FM)[CP] Roy, Utah (107.9 mhz, 67 kw, HAAT: 2,383 ft.)—Granted assignment of CP from Margarette Kathlene Wamsley to Kargo Broadcasting for $41,325. Seller, who at time she applied for CP, was operation manager at KRGO(AM) West Valley City (Salt Lake City), was awarded CP June 24, 1983. She will have 10% interest in buyer. Buyer also includes Sherwin Brotman (45%), president and 45% owner of KRGO, and seller's father, Gene Guthrie (45%), general manager and 25% owner of KRGO. Brotman has app. pending for new FM at Denton, Tex., and his daughter has app. pending for new FM at Rockport, Tex. Action Aug. 29

■ KVEZ(FM) Smithfield, Utah (103.9, 3 kw)—Granted assignment of license from M and M Broadcasting Co. Inc. to Ronald Christner and others for $235,000. Seller is owned by Gregory Merrill (80%) and David J. Miller (20%). Merrill is associate with Chapman Associates. Miller is president of the Utah Broadcasters Association. They have no other broadcast interests. Buyer is limited partnership. Ronald Christner (55%), his brother, Daniel (7.5%), and Richard Cano (7.5%), are general partners. Ronald Christner professor of business administration at Loyola University, New Orleans, and real estate investor. Daniel Christner is announcer at WJBO(AM) Baton Rouge. Richard Cano is sales representative at KCEY(AM)-KMIX(FM) Turlock, Calif. Action Dec. 6.

Facilities changes

■ Broadcast actions released Sept. 23, 1983, ("For the Record," Oct. 3) inadvertently contained following item